

WHO WE ARE

The Women's Enterprise Initiative, **WEI**, is a self-contained volunteer organization operating under the umbrella of the City of Newton. The **City of Newton Planning and Development Department** fosters activities that maintain and expand the City's economic base and advises on development policy. For information on the Small Business Center and other resources for businesses in Newton, visit: www.newtonma.gov/smallbusinesscenter

WEI EXECUTIVE BOARD

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Women's Enterprise Initiative
City of Newton
Planning & Development Dept.
1000 Commonwealth Avenue
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OUR 19th YEAR!

WOMEN'S ENTERPRISE FORUM



**Wednesday
April 1, 2015**

Presenter

LAURIN MILLS, Founder
The Dinner Daily

will present her business plan for
growth strategies

Moderator

Antoinette Antonio, Anchor
WCVB-TV

Druker Auditorium- Newton Free Library
6:15 - 9:00 PM

www.newtonma.gov/wei

Twitter: @WEI_Newton

GOAL OF THE FORUM

The Women's Enterprise Initiative (WEI) assists women in developing successful businesses. The forums provide women with the opportunity to have their business plans critiqued and prepare them to launch a business idea or expand upon an existing one.

Recognizing the wide range of values and lifestyle choices, we honor each woman's definition of success. All women, regardless of the type of business or level of success they envision for themselves, are welcome to submit their business plans for review.

HOW THE FORUM WORKS

The presenter, a woman entrepreneur selected through a screening process, is coached to prepare for the forum.

At the forum, the entrepreneur presents her business plan for evaluation by a panel of financial, legal, and marketing experts. The audience, comprised of business people and consumers, is invited to give feedback and pose questions to the panel.

The aim of the forum is to promote the presenter's company and to serve as an educational and networking event for those who attend.

For more information call
Nancy Hyde at the City of Newton
(617) 796-1122

To register, go to:
www.newtonma.gov/wei

THE PANEL MEMBERS

Susan LaPlante-Dube
Precision Marketing
Inbound Central
Expertise: Marketing/Social Media

Andrew Kolidas
Digital Impulse
Expertise: E-commerce

Carol Coutrier
The Launching Pad & Co
Expertise: Growth Strategies

Druker Auditorium
Newton Free Library
330 Homer Street
Newton, MA

NETWORKING AND REFRESHMENTS

Wednesday, April 1
6:15 - 6:45 p.m.

BUSINESS PLAN PRESENTATION WITH PANEL AND AUDIENCE FEEDBACK

6:45 - 9:00 p.m.

Free and open to the public
courtesy of our generous supporters

REFRESHMENTS DONATED BY
Roche Brothers

WOMEN'S ENTERPRISE INITIATIVE



SOME OF THE BUSINESSES FEATURED AT PAST FORUMS

AaLOK, Waltham
A Better Call, Stoneham
Bella Santé Spas, Boston & Lexington
Bethel Botanicals, Newton
Boston Pedorthic, Brighton
Bread Song Bakery, Newton
Buyindies.com, Boston
Communications Resources, Needham
Damianos Photography, Framingham
DavisHairdressing, Newton
DesignerShoes.com, Boston
Down Under Yoga, Newton
Five BitesCupcakes, Wellesley
Law Offices of Andrea Goldman, Newton
Homebuyhq, Boston
Indie Owned LLC, Brookline
Interactive Cuisine, Boston
Parents in a Pinch, Brookline
Passaretti Photography by Denise, Wayland
PeopleSERVE, Chestnut Hill
Rapport International, Sudbury
Sales Management Services, Belmont
Sara Campbell Ltd., Boston
Scope Medical, Stoneham
Spark Craft Studios, Somerville
Spirited Sisters, Bridgewater
Stewart International, Brookline
Susan Shulman Interiors, Newton
The Paint Bar, Newton
Wicked Kickin Savory Cheesecake, New Bedford

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